

FIRST  
EDITION

**BEIRUT  
DESIGN  
FAIR**

-  
BIEL, HALL 3

-  
20/24  
SEPTEMBER  
2017

Founding Partner

  
**Creditbank**  
S.A.L.

**PRESS RELEASE**  
28 September 2017

# A SUCCESSFUL 1<sup>st</sup> EDITION ESTABLISHES BEIRUT DESIGN FAIR AS A NEW, MUST-SEE EVENT IN THE WORLD OF DESIGN

In a show of success, the first edition of Beirut Design Fair drew to a close after four days on September 24. The fair included a well-attended opening and featured top Lebanese galleries and designers; it was attended by 16,700 visitors. The fair's auspicious first year marks it as a high-level platform upon which to demonstrate the legitimacy of Lebanon's growing place at the heart of the international design scene.

Beirut Design Fair featured 45 stands representing more than 80 designers. With visitors from around the region and abroad (Europe, Dubai, etc.), Beirut Design Fair proved its ability to offer a fresh perspective on design in Lebanon. The fair revealed the vitality of the country's creative scene and highlighted a new generation of young talents employing a globalized approach, education and experience.

## AWARDS

The talent, innovation and ambition demonstrated by the fair were highlighted in Beirut Design Fair's awards. The **Talent Award**, given to the most promising young designer, was awarded to **Anastasia Nysten** for her armchair *Troll*. In its spaciousness, its comfort and its formal touch, Troll incarnates a genuinely oriental – and not at all orientaling – spirit. The fair's **Object Award**, created to spotlight a singular, innovative creation, was awarded to **Stouff**, a contemporary interpretation of the traditional Lebanese stove, centerpiece of the foyer and symbol of a « gourmet » lifestyle both friendly

and warm. Finally, the **Initiative Award**, which honors an entrepreneurial approach representative of the creative spirit of Beirut and the surrounding region, was given to **Render Design Residency**, a joint creation of Amar A. Zahr and gallery owner Joy Mardini. This year, Render Design Residency invited international designers **Francesco Pace** and **Anne-Claire Hostequin** to work in Lebanon and to create works inspired by traditional Lebanese craftsmanship.

## QUOTATIONS

*« Thanks to the quality of Lebanese and international designers present, Beirut Design Fair is proud to be able to offer a new, exciting venue and rendez-vous for the design world. »*

Guillaume Taslé d'Héliand and Hala Moubarak, co-founders of Beirut Design Fair

*« September 20, 2017. Beirut awakens to a new creative scene. Beirut Design Fair in its first edition is a brilliant success bringing together some of the best designers, galleries and manufacturers in the region. Putting in evidence the abundance of talent engaged in the design world in one platform; a hive of meticulous designs and finishes. What was surprising to many was the swarm of interest that flocked to this 4-day event, predicting a bright future of a bigger and more international participation in 2018. The train is now on track. »*

Tarek Khalifé, Chairman - General Manager, Creditbank

*« Our impression: extremely positive! In terms of sales, expectations, and contacts! We met new architects and several sales orders have been completed. »*

Mattia Tebasti, Carwan Gallery - Beirut

***« If I had to summarize my impression of Beirut Design Fair, it would be 'INDISPENSIBLE'. I honestly had a few doubts about participating. In the end I came, and I have no regrets! I wasn't expecting to sell, but sell I did! I was already very well established in Beirut but I still made new contacts and even made a sale to a Qatari! The people came to us. For a first edition I was extremely pleased, and the selection committee invited by the fair was really top-notch. »***

Joy Mardini, Joy Mardini Design Gallery - Beirut

***« It was a very good experience. I'm very proud of my exhibition and excellent sales. It's very encouraging, and I want to add that besides the sales it was an extremely moving event, with a very intense relationship between all present! »***

Souraya Haddad-Credo - Beirut

***« My impression of the fair was highly positive! We are delighted to have participated, delighted to have seen this salon in Beirut! The press and fairgoers were able to discover our family craftsmanship. We're very active in important projects throughout the Middle East, and here we were able to meet our clients face to face. I came with my father, and I hope in a few years my son will be able to join us at Beirut Design Fair. In terms of contracts, we did a year's worth of work during the four days of the salon! »***

Jean-Marc Rif, Boisseliers du Rif - Beirut

***« Very good, great! Excellent for a first edition. It was perfect. I sold a lot! »***

Wissam Moubarak, Hawini - Beirut

***« I am very grateful and very pleasantly surprised by the calibre of the visitors, and by the quality and level of the exhibitors, who are all very talented! I'm happy to have been part of so much quality and creativity! »***

Karina Sukar - Beirut

# CONTACTS

## Who's who

### ORGANIZATION

**GUILLAUME TASLÉ D'HÉLIAND**

*Founder & Fair Director*

+961 76 711 990

+33 6 72 50 14 36

gth@beirut-design-fair.com

**HALA MOUBARAK**

*Co-Founder & Head of Exhibitors Relations*

+961 3 925 230

hmbk@beirut-design-fair.com

**BÉNÉDICTE COLPIN / LIGHTBOARD - PARIS**

*Special Advisor*

### PR AGENCIES

**JOUMANA RIZK**

MIRROS COMMUNICATION & MEDIA SERVICES

*Lebanon & Middle-East*

+961 1 49 74 94

joumana@mirrosme.com

**PHILIPPE FOUCHARD FILIPPI & RAJESH MITTAL**

FOUCHARD FILIPPI COMMUNICATIONS

*Europe, America & Asia*

+33 1 53 28 87 53

phff@fouchardfilippi

rmittal@fouchardfilippi.com

**FACEBOOK/@BeirutDesignFair**

**INSTAGRAM/beirutdesignfair**

**#BeirutDesignFair**

# BEIRUT DESIGN FAIR

is organised by

**CEDRALYS SARL**

11 Madrassat el-Salam Street  
Samaha II Building - 3<sup>rd</sup> floor  
Ashrafieh, Beirut  
LEBANON

**[beirut-design-fair.com](http://beirut-design-fair.com)**